

**INTERNATIONAL DOLPHIN CONSERVATION PROGRAM
WORKING GROUP TO PROMOTE AND PUBLICIZE THE AIDCP
DOLPHIN SAFE TUNA CERTIFICATION SYSTEM**

36TH MEETING

Victoria, B.C., Canada
31 July 2023

REPORT OF THE MEETING

AGENDA

	Documents
1. Opening of the meeting	
2. Adoption of the agenda	
3. Following up of the last meeting recommendations	DSP-36-01
4. Actions to promote AIDCP dolphin safe tuna	
5. Recommendations to the Meeting of the Parties	
6. Date and place of next meeting	
7. Adjournment	

The 36th meeting of the Working Group to Promote and Publicize the AIDCP Dolphin Safe Tuna Certification System was held in Victoria, British Columbia, Canada, on 31 July 2023. The list of attendees can be found in Appendix 1

1. Opening of the meeting

The meeting was opened by Mr. Bernal Chavarría, Chair of the Working Group, who thanked Canada for hosting the meeting and wished for a fruitful meeting.

2. Adoption of the agenda

The provisional agenda was adopted without changes.

3. Following up of the last meeting recommendations

The Secretariat presented Document [DSP-36-01](#), “*Recommendations of the 35th meeting of the working group DSP*”, which details the follow-up activities carried out during the intersessional period to the actions approved by the Meeting of the Parties in relation to the promotion and dissemination of the AIDCP Dolphin Safe certification system, highlighting the following points:

- a. The American Museum of Natural History of New York is willing to consider updating the diorama panel exhibiting the tuna-dolphin relationship, subject to review and approval of the content of the update, which would be at the expense of the AIDCP; to this end, the Secretariat is in the process of formulating and reviewing proposals for the update and will develop actions to determine its cost.
- b. The AIDCP information and outreach materials and their labeling are available to the Parties, and no comments have been received.
- c. The content of the promotional video, available on the IATTC website and YouTube, has been updated, mainly in terms of available statistical data and updating of relevant positions.

- d. The Commission has a channel on the main social media platforms to publicize events and other basic information about AIDCP activities; however, some specialized information has not been posted pending an internal review of the content by the AIDCP Parties and in anticipation of better guidance on promotional materials.
- e. The availability of resources for promotion and outreach from a possible reallocation of the AIDCP surplus is subject to consideration by the Meeting of the Parties.
- f. The progress of the process for the adoption of the legally binding Agreement on the Conservation and Sustainable Use of Marine Biological Diversity of Areas Beyond National Jurisdiction (BBNJ) did not allow for greater interaction by the Secretariat during the drafting of the instrument; however, during the initial implementation phase of the Agreement, there are optimal opportunities for the Secretariat to participate and record the progress and advances of the conservation and sustainability work of the AIDCP and the IATTC.

4. Actions to promote AIDCP dolphin safe tuna

During the Secretariat's presentation on the follow-up to the recommendations adopted by the Meeting of the Parties, discussions among the delegations in this Working Group made it possible to reach consensus on issues of particular importance, namely:

- a. The advisability of moving forward with the process of possibly updating the materials exhibited at the American Museum of Natural History of New York, which implies that the Meeting of the Parties must be able to approve both the content, the budget and the expenses associated with updating the diorama panel, while encouraging the Parties to identify other museums or exhibits that would be useful for the purpose of publicizing the objectives and results of the AIDCP and thereby improving the positioning of knowledge about the AIDCP among the general public, especially tuna consumers.
- b. The relevance of integrating scientific advances developed in the Commission, such as the cow-calf separation study, into promotional and outreach materials.
- c. The need to develop a social media strategy within the AIDCP that describes the goals, objectives, strategies, impact measures, components and concrete actions that the Secretariat should develop to make best use of the social media outreach system. In this context, the following should be considered, among others:
 - Whether or not to individualize the AIDCP and IATTC social media channels without losing the link between the two management frameworks.
 - The usefulness and necessity of creating a specialized area in the Secretariat for social media management.
 - The establishment of a group composed of the Parties that will be able to know and recommend the content to be published prior to its approval by the Parties.
 - Any other element needed to develop a robust and timely social media strategy.
- d. The participation of the Secretariat in the BBNJ implementation process to report and record the progress and advances of the conservation and sustainability work of the AIDCP and the IATTC as part of the coordination process between the various frameworks, instruments and specialized bodies, so that the conservation and sustainability objective is achieved in a coordinated manner and without duplicating or interfering with the competencies of constituted bodies with relevant track records, such as the AIDCP and the IATTC.

5. Recommendations to the Meeting of the Parties

After extensive discussion and evaluation of the Secretariat's follow-up activities, the Group adopted the following recommendations:

- a. Instruct the Secretariat to continue to coordinate with the Museum of Natural History of New York City for the purpose of possibly updating the content exhibited in that museum regarding the tuna-dolphin relationship and determining the corresponding costs. The Secretariat will submit this information to the Meeting of the Parties for consideration prior to implementation.
- b. Encourage the Parties to identify other museums or exhibits that would be useful for the purpose of publicizing the objectives and results of the AIDCP and thereby improving the positioning of knowledge about the AIDCP among the general public, especially tuna consumers.
- c. That the Secretariat maintain an open space for consultation with the Parties to identify areas for updating the information contained in the audiovisual materials maintained in the AIDCP dissemination media.
- d. That the Secretariat include in AIDCP audiovisual materials the objectives and scientific advances related to, or derived from, the cow-calf separation study.
- e. That the Secretariat prepare a base document on the strategy for the use of social media within the framework of the AIDCP, based on the comments made during the meeting and described in item 4c.
- f. Instruct the Secretariat to participate in the BBNJ implementation process as described in item 4d.

6. Other business

No other business was discussed.

7. Date and place of next meeting

The next meeting of the Working Group will be held on the dates that are agreed for the meetings of the AIDCP in October 2023

8. Adjournment

The meeting was adjourned at 12:00 pm 31 July 2023.

Appendix 1. List of assistance

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